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box, or wrapper before delivery thereof to the purchaser or whoever neglects to keep or refuses to show to said officers such record or whoever purchases any of said poisons and gives a false or fictitious name to the vendor shall be punished by a fine of not more than \$50. The provisions of this section shall not apply to sales by wholesale dealers or manufacturing chemists to retail dealers, or to a general merchant who sells Paris green, London purple, or other arsenical poisons in unbroken packages containing not less than one-quarter of a pound, for the sole purpose of destroying potato bugs or other insects upon plants, vines, or trees, except that he shall record each sale and label each package sold, as above provided. Nor shall the provisions of this section apply to sales of compounds containing not more than 50 per cent of sodium fluoride intended solely for the destruction of roaches, ants, or other household insects when sold in sealed metal packages containing not less than one-fourth of a pound plainly labeled in such a manner as to show the purposes for which the preparation is intended.

Sewage and Waste—Prevention of Discharge or Entrance into Neponset River.
(Ch. 180, Act May 8, 1916.)

Section 1 of chapter 541 of the acts of the year 1902, as amended by section 1 of chapter 360 of the acts of the year 1906, is hereby further amended by striking out the said section and inserting in place thereof the following:

SECTION 1. The State department of health is hereby authorized and directed to prohibit the entrance or discharge of sewage into any part of the Neponset River or its tributaries, and to prevent the entrance or discharge therein of any other substance which may be injurious to the public health or may tend to create a public nuisance or to obstruct the flow of water, including all waste or refuse from any factory or other establishment where persons are employed, unless the owner thereof shall use the best practicable and reasonably available means to render such waste or refuse harmless.

Advertisements—Untrue, Deceptive, or Misleading, Prohibited. (Ch. 149, Act Apr. 24, 1916.)

SECTION 1. Any person who, with intent to sell or in anywise dispose of merchandise, securities, service, or anything offered by such person, directly or indirectly, to the public for sale or distribution, or who with intent to increase the consumption of or demand for such merchandise, securities, service, or other thing, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public within the Commonwealth, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is untrue, deceptive, or misleading, and which such person knew, or might on reasonable investigation have ascertained to be untrue, deceptive, or misleading, shall be guilty of a misdemeanor and shall be punished by a fine of not less than \$10 or more than \$500 for each offense: *Provided, however,* That the provisions of this act shall not apply to any owner, publisher, printer, agent, or employee of a newspaper or other publication, periodical, or circular, or to any agent of the advertiser who in good faith and without knowledge of the falsity or deceptive character thereof publishes, causes to be published, or participates in the publication of such advertisement.

SEC. 2. The term "person" as used in section 1 shall include a partnership, corporation, or association.

SEC. 3. Chapter 489 of the acts of the year 1912, as amended by chapter 288 of the acts of the year 1914 is hereby repealed.